

Program

The Economics of Intellectual Property, Software and the Internet

Toulouse, June 5-7, 2013

Conference venue

Toulouse 1 Capitole University - Arsenal Campus
11 rue des Puits Creusés
31000 Toulouse - France
<http://www.tiger-forum.com>

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Wednesday, June 5th

- 14:00 to 14:30 Welcome and introduction
- 14:30 to 16:00 **Session 1: Information Technology and Firm Performance** **Amphi C**
- **Marti Mestieri (TSE):** "Deconstructing International Mergers: Information Technologies and Routineness (Discussant: Steven Tadelis, Berkeley)"
 - **Neil Thompson (University of California Berkeley):** "Moore's Law Goes Multicore: The Economic and Strategic Consequences of a Fundamental Change in How Computers Work" (Discussant: Yossi Spiegel, Tel Aviv)
- 16:00 to 16:30 Coffee break
- 16:30 to 18:30 **Parallel Sessions 2, 3 and 4**
- Session 2: Effects of Intellectual Property** **Amphi C**
- **Ronald Sverdlove (New Jersey Institute of Technology):** "Intellectual Property Contracts: Theory and Evidence from Screenplay Sales" (Discussant: François Poinas, TSE)
 - **Christian Kiedaisch (University of Zurich):** "Taste for Exclusivity and Intellectual Property Rights" (Discussant: Konrad Stahl, Mannheim)
 - **Gaston Llanes (Pontificia Universidad Catolica de Chile):** "Investment Incentives in Proprietary and Open-Source Two-Sided Platforms" (Discussant: Jacques Crémer, TSE)
- Session 3: Information and Price Discrimination** **Amphi E**
- **Alessandro Bonatti (MIT):** "Selling Cookies" (Discussant: Alexandre De Cornière, Oxford)
 - **Jacomo Corbo (University of Pennsylvania):** "Pricing in Social Networks: The Big Benefits of Just a Little Discrimination" (Discussant: Bruno Jullien, TSE)
 - **Pinar Yildirim (Wharton School, University of Pennsylvania):** "Markets for Data and Privacy" (Discussant: Renato Gomes, TSE)
- Session 4: Scarce Attention** **Amphi F**
- **Juliana Sutanto (ETH Zurich):** "Attention Allocation in Information-Rich Environments: The Case of News Aggregators" (Discussant: Stefan Behringer, Bonn)
 - **Margarita Sapozhnikov (Charles River Associates):** "How does Ranking Affect User Choice in Online Search?" (Discussant: Alex White, Tsinghua)
 - **Doh-Shin Jeon (TSE):** "New Aggregators and Competition Among Newspapers in the Internet" (Discussant: Yossi Spiegel, Tel Aviv)
- 19:30 Museum visit and dinner (Fondation Bemberg, Hôtel d'Assézat)
Featuring keynote address by Gilles Babinet, executive chairman of Captain Dash.

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Thursday, June 6th

8:30 to 10:30 Parallel Sessions 5, 6 and 7

Session 5: Bundling

Amphi C

- **Neil Gandal** (Tel Aviv University): "Ain't it "Suite"? Bundling in the PC Office Software Market" (Discussant: Daniel Garrett, TSE)
- **Sjaak Hurkens** (CSIC and Barcelona GSE): "Dominance and Competitive Bundling" (Discussant: Konrad Stahl, Mannheim)
- **Pedro Pereira** (AdC and CEFAGE): "Delineating Markets for Bundles with Consumer Level Data: The Case of Triple-Play" (Discussant: Marc Ivaldi, TSE)

Session 6: Standards

Amphi E

- **David Salant** (TSE): "The Effect of SSO Formation on Investment in a Technology" (Discussant: Sylvain Bourjade, ESC Toulouse)
- **Joaquin Poblete** (LSE and Pontificia Universidad Catolica de Chile): "Ex-Ante Agreements in Standard Setting and Patent Pool Formation" (Discussant: Yassine Lefouili, TSE)
- **Justus Baron** (CERNA Mines ParisTech): "Essential Patents and Standard Dynamics" (Discussant: Geoffrey Parker, Tulane)

Session 7: Innovation and International Markets

Amphi F

- **Romain De Nijs** (University of California Berkeley and Ecole des Ponts ParisTech): "Online Piracy and Box Office Performances of American Movies in Foreign Markets" (Discussant: Stefan Behringer, Bonn)
- **Nina Yin** (TSE): "Pharmaceuticals, Incremental Innovation and Market Exclusivity" (Discussant: Margarita Sapozhnikov, CRA)
- **Andreas Lendle** (University of Geneva and CEPR): "There Goes Gravity: How eBay reduces trade costs" (Discussant: Thierry Magnac, TSE)

10:30 to 11:00 Coffee break

11:00 to 13:00 Parallel Sessions 8, 9 and 10

Session 8: Platform Competition

Amphi C

- **Byung-Cheol Kim** (Georgia Institute of Technology): "Dynamic Platform Competition in a Two-Sided Market: Evidence from the Online Daily Deals Promotion Industry" (Discussant: Yinghua He, TSE)
- **Mie La Cour Sonne** (University of Copenhagen): "Vertical Mergers in Two-sided Markets" (Discussant: Catherine Bobtcheff, TSE)
- **Yaron Yehezkel** (Tel Aviv University): "The Role of Coordination Bias in Platform Competition" (Discussant: Doh-Shin Jeon, TSE)



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Session 9: Cloud Computing

Amphi E

- **Wing Man Wynne Lam** (University of Bologna): "Cloud Computing: Investment, Competition, and Demand Correlation" (Discussant: Neil Gandal, Tel Aviv)
- **Tong Wang** (University of East Anglia): "Migration to The Cloud" (Discussant: Thomas-Olivier Léautier, TSE)
- **Laurits R. Christensen** (Analysis Group, Inc.): "Lost in the Clouds: The Impact of Changing Property Rights on Investment in Cloud Computing Ventures" (Discussant: Margaret Kyle, TSE)

Session 10: Information and Diversity

Amphi F

- **Andres Hervas-Drane** (Universitat Pompeu Fabra and Barcelona GSE): "Peer-to-Peer File Sharing and Cultural Trade Protectionism" (Discussant: Helmuth Cremer, TSE)
- **Timo Boppert** (IIES Stockholm): "Online Accessibility of Academic Articles and the Diversity of Economics" (Discussant: Paul Seabright, TSE)
- **Michael Zhang** (Hong Kong University of Science and Technology): "To Belong or to Be Different? Evidence from a Large-Scale Field Experiment" (Discussant: Astrid Hopfensitz, TSE)

13:00 to 14:30 Lunch

14:30 to 16:00 Session 11: Search Advertising

Amphi C

- **Steven Tadelis** (University of California, Berkeley): "Consumer Heterogeneity and Paid Search Effectiveness: A Large Scale Field Experiment" (Discussant: Alex White, Tsinghua)
- **Panel discussion: "Is Search Advertising a Competition Problem?"**
 - Suzanne Scotchmer (University of California Berkeley and TSE)
 - Paul Seabright (TSE)

16:00 to 16:30 Coffee break

Friday, June 7th

14:00 to 16:00 Parallel Sessions 12, 13 and 14

Session 12: Network Regulation

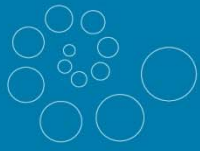
Amphi C

- **François Jeanjean** (Orange): "Forecasting the Fiber Penetration According to the Copper Access Regulation" (Discussant: Claude Crampes, TSE)
- **Xingyi Liu** (TSE-GREMAQ): "Afraid of Being Discriminated: Net Neutrality and Product Design" (Discussant: Pedro Pereira, AdC and CEFAGE)



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Session 13: Search and Auctions

Amphi E

- **Itai Ater** (Tel Aviv University): "The Effect of the Internet on Performance and Quality: Evidence from the Airline Industry" (Discussant: Jennifer Reinganum, Vanderbilt and IAST)
- **Alexandre De Cornière** (University of Oxford): "Integration and Search Engine Bias" (Discussant: Wing Man Wynne Lam, Bologna)
- **Yumiko Baba** (Aoyamagakuin University and Stanford University): "Unit-price Auction Procedures" (Discussant: Catherine Bobtcheff, TSE)

Session 14: Patent Thickets

Amphi F

- **Georg von Graevenitz** (University of East Anglia and NIESR): "Technology Entry in the Presence of Patent Thickets" (Discussant: Stéphane Caprice, TSE)
- **Yassine Lefouilli** (TSE): "Cross-Licensing and competition" (Discussant: Andrew Daughety, Vanderbilt and IAST)
- **Stefan Wagner** (ESMT, Berlin): "Conflict Resolution, Public Goods and Patent Thickets" Discussant: Pierre Dubois, TSE)

16:00 to 16:30 Coffee break

16:30 to 18:30 **Session 15: Round Table "Cybersecurity"**

Amphi C

- **Jens Grossklags** (The Pennsylvania State University)
- **Juan Hardoy** (Microsoft)
- **Udo Helmbrecht** (ENISA)

Saturday, June 8th

Cultural program